

CLAIMS:

1. A system for generating a targeted response including
an internet-accessible compilation of information regarding a client corporation
5 and a specific investment banking objective of said client corporation;
an e-mail database including e-mail addresses of potential interested contacts;
a login for said compilation for gathering user's contact information and
providing a password to users;
a profile database for storing said user's contact information;
10 a use statistics database for storing web usage statistics related to said internet-
accessible compilation; and
a targeted response generator analyzing said usage statistics to determine a
targeted response from a variety of target responses based on a determination of user
interest.

2. The system of claim 1 wherein said internet-accessible compilation is a
web page.

3. The system of claim 1 wherein said internet-accessible compilation is a
20 bulletin board system.

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4. The system of claim 1 wherein said user contact information includes postal mail information.

5. The system of claim 1 wherein said user contact information includes professional contact information.

6. The system of claim 2 wherein said usage statistics include at least one of session length, most requested pages, top entry pages, most downloaded files, most active organizations, and top referring sites.

7. The system of claim 1 wherein said targeted response includes at least one of an individualized e-mail, a phone contact or a postal letter.

8. The system of claim 1 wherein said e-mail database additionally alerts the potentially interested contacts by using a e-mail alert.

9. The system of claim 1 wherein said e-mail alert includes the URL of the profile database.

10. A method for generating a targeted response comprising the steps of:
identifying a client corporation having specific investment banking objectives;

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generating an internet-accessible compilation of information relating to said client corporation and said specific investment banking objectives;

developing an e-mail database of potential interested contacts;

providing access to said internet-accessible compilation to said interested

5 contacts;

recording profile information regarding visitors to said internet-accessible compilation;

recording use statistics regarding visitors to said internet-accessible compilation;

analyzing said profile information and said use statistics to form a targeted
10 response to said visitors.

11. The method of claim 10 wherein said generating step includes generating an internet-accessible compilation as a web page.

15 12. The method of claim 10 wherein said generating step includes generating an internet-accessible compilation as a bulletin board system.

13. The method of claim 10 wherein said recording step includes recording postal mail information.

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14. The method of claim 10 wherein said recording step includes recording professional contact information.

15. The method of claim 11 wherein said recording step includes recording use statistics including at least one of session length, most requested pages, top entry pages, most downloaded files, most active organizations, and top referring sites.

16. The method of claim 10 wherein said analyzing step includes forming a targeted response including at least one of an individualized e-mail, a phone contact or a postal letter.

17. The method of claim 10 further including the step of alerting the members of the e-mail database of potentially interested contacts by using a e-mail alert.

18. The method of claim 17 wherein said alerting step includes an e-mail alert including the URL of the profile database.